



Visit Dublin GA Tourism Marketing Grant

LOCAL MARKETING GRANT GUIDELINES

MISSION AND OVERVIEW

Visit Dublin GA is pleased to offer the FY2027 Tourism Marketing Grant. The grant is designed to enhance visitor and tourism promotion efforts in Laurens County, Georgia that will foster local economic impact, result in increased overnight visitors, and enhance destination appeal.

Through the Tourism Marketing Grant, Visit Dublin GA designates a fixed amount of funds annually to assist local organizations with marketing and promotion of special events, tourism product development, and attractions. **The 2027 Tourism Marketing Grant Fund is set at \$15,000 which will be divided among awarded grant requests through two funding cycles for the fiscal year 2027.**

The Tourism Marketing Grant is designed for qualified applicants whose project(s) clearly align with Visit Dublin GA's mission to enhance the economic base of the community through tourism.

QUALIFYING PROGRAMS AND EVENTS

Visit Dublin GA assists local businesses, nonprofit organizations, and tourism partners in giving new life to existing resources and in fostering new tourism projects for economic development. Applicants must be based within Laurens County.

Projects can be related to (but are not limited to) the following areas:

Arts and Culture
Culinary
Nature and Adventure
Agritourism

Heritage / Historic Preservation
Leisure Recreation
Festivals and Events
Downtown Experiences

ELIGIBILITY REQUIREMENTS

To function in accordance with Georgia Hotel-Motel Tax law and the state legislation regarding Laurens County lodging tax dollars, all grant funds must be used exclusively for tourism marketing and promotional activities. Grant funds may not be used for capital improvements, construction, renovations, or other brick-and-mortar projects. All funded activities must be intended to market Dublin and Laurens County as a travel destination, with the primary goal of increasing overnight visitation and lodging stays in Laurens County. [O.C.G.A. § 48-13-51\(a\)\(5.2\)](#)

Items eligible for funding assistance include, but are not limited to, the following:

1. Development of new events, qualifying major exhibits, and activities geared to potentially

generate overnight visitors to Laurens County.

2. Successful expansion of established programs or events that have previously generated overnight visitors and economic impact for Laurens County through marketing.
3. Destination marketing activities: advertising, printed materials, billboards, online marketing, and social media geared toward “out-of-market” tourism. For purposes of this grant, **“out-of-market” is considered 50+ miles** outside of Laurens County. Local media outlets such as a local newspaper and printed flyers intended for distribution within the Laurens County community do not meet the intended purpose of this grant and will receive less consideration than projects targeting markets 50+ miles outside of Laurens County.

Items ineligible for funding consideration include, but are not limited to, the following:

1. Expenses incurred or obligated before grant project approval;
2. Projects restricted to private or exclusive participation;
3. Administrative costs including salaries, travel, food, beverages, lodging and entertainment for personnel and/or volunteers of organization;
4. Capital improvements, construction, renovations, repairs, maintenance, landscaping, utilities, or other costs associated with establishing, expanding, or maintaining permanent facilities or infrastructure
5. Tangible personal property including, but not limited to, office furnishings or equipment, permanent collections of individual pieces of art, etc.;
6. Interest, reduction of deficits, or loans;
7. Scholarships, endowments, or cash awards of any type.
8. Any activity prohibited by or in violation of local, state or federal law, including but not limited to IRC 501(c)(6).

GUIDELINES

Factors considered in grant approval include, but are not limited to, the following:

1. High probability of significant economic impact on the Laurens County hospitality community, specifically through the generation of overnight stays in Laurens County;
2. Overall impact or potential for Laurens County’s overall tourism portfolio;
3. Organizational stability, management capacity, responsibility, and accountability of organization;
4. Advance marketing and public relations planning; advance budget planning;
5. Grant applications with financial input from organization are typically graded higher than those requesting 100% assistance;
6. Marketing efforts must be shown to target “out-of-market” which is considered 50+ miles outside of Laurens County.

If feasible, recipients shall acknowledge Visit Dublin GA as a funding partner by including the provided Visit Dublin GA logo on printed promotional materials, digital marketing materials, event websites, and other applicable visitor-facing marketing collateral. Recipients are also encouraged to recognize Visit Dublin GA through social media posts, press releases, and other promotional communications, where appropriate. All use of the Visit Dublin GA logo must comply with the

organization's [branding guidelines](#).

Project must be completed as approved.

Organizations receiving a Tourism Grant must have a reciprocal link on their website (if applicable) to VisitDublinGA.org.

Any media obtained through this grant program must be shared with Visit Dublin GA for promotional use.

APPLICATION PROCESS

The FY27 Tourism Marketing Grant has been set at a total of \$15,000. Amounts awarded toward each application will be dependent on the number of applications received and number of applications awarded. Award amounts are at the sole discretion of Dublin-Laurens Tourism Council, Inc. Even though a project application may qualify, limited funds may not allow all projects to receive assistance. In addition, application score may be taken into consideration when determining funding amount.

Two (2) funding cycles are available for the fiscal year 2027. Available funding amounts will vary from year to year and are dependent on the final budget of Visit Dublin GA; the organization reserves the right to refuse any and all grant requests, and to impose additional grant requirements or guidelines, in its sole and absolute discretion. Visit Dublin GA does not guarantee the outcome or success of any awarded grant. Except for the amount awarded, Visit Dublin GA shall not be expected or obligated to provide any further contribution to the grant project.

TOURISM MARKETING GRANT FUNDING CYCLES FOR FY 2027:

1st Funding Cycle

Application Open: Friday, August 7th, 2026

Application Due Date: Friday, September 25th, 2026 by 5PM

Recipients Notified: Friday, November 6th, 2026

Project Completion Deadline (if applicable): Friday, November 5th, 2027

Final Project Report Deadline: Friday, November 19th, 2027

2nd Funding Cycle

Application Open: Friday, February 5th, 2027

Application Due Date: Friday, March 26th, 2027 by 5PM

Recipients Notified: Friday, May 7th, 2027

Project Completion Deadline (if applicable): Friday, May 5th, 2028

Final Project Report Deadline: Friday, May 19th, 2028

Applications received after the submission deadline will not be considered.

Applicants are responsible for securing all appropriate and necessary state, federal, tribal and local

permits and/or individual or landowner consents required to execute the project prior to application submission.

A COMPLETE APPLICATION CONSISTS OF:

- A. Completed Application Checklist
- B. Signed Application
- C. Responses describing tourism project and how it relates to tourism in Laurens County
- D. Project marketing plan
- E. Budget describing the financial aspects of the project. The budget should address and include projected expenses for the project in line-item detail.

Applications are reviewed by Visit Dublin GA and the Tourism Marketing Grant Committee. Eligible grants may be evaluated and scored based on the point system of the Application Checklist and the thoroughness and quality of Responses. See the Application Checklist for details.

Final awarding of the Tourism Marketing Grant is at the discretion of Dublin-Laurens Tourism Council, Inc.

Once applicants are selected for funding, a W-9 form must be completed and a contract must be signed by the applicant and Visit Dublin GA prior to distribution of funds. Visit Dublin GA will provide grant funds to the applicant within 30 days of the execution of the contract. All projects must be completed on or before the completion date.

A FINAL REPORT MUST BE SUBMITTED FOR CONSIDERATION OF FUTURE TOURISM GRANT FUNDING REQUESTS BY THE FINAL PROJECT REPORT DEADLINE NOTED FOR THE CORRESPONDING FUNDING CYCLE.

Any applicant that wishes to be considered for subsequent funding cycles is required to provide a written summary of the results of the funded project, as well as event/project images for Visit Dublin GA to use at its discretion. Summary should include attendance figures for festivals/events, pictures, any media coverage, etc.

Visit Dublin GA reserves the right to request: a summary of all expenditures (copies of invoices may be requested); a summary of all revenues generated by the funded project (sponsorships, grants, gate receipts, concessions, etc.); samples of advertising and promotions from the completed project.

Please contact the executive director with any questions:

Miriam Ponton Lewis

Executive Director of Visit Dublin GA

miriam@visitdublinga.org

478-272-4002

Visit Dublin GA is the marketing brand of the Dublin-Laurens Tourism Council, Inc., a 501(c)(6) nonprofit organization. Specifically, Visit Dublin GA (1) promotes the community as a destination for tourists and conventions of state and national organizations; (2) invests in local community resources that will encourage tourists and conventions to visit the community; and (3) coordinates and stages events with regional and state-wide interest.